



Trade Mission Details

Who: U.S.-based small businesses interested in expanding their business in France.

When: October 9–13, 2011

What: A multifaceted trade mission that includes site visits, an international conference, and matchmaking services.

Where: Paris, France

Participation Costs: \$700 for Dept. of Commerce Gold Key Service, in addition to cost of travel, hotels, meals, and personal expenses.

For more information, please contact:
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Trade Mission Itinerary

Sunday, October 9:

Arrive in Paris

Monday, October 10:

Site visits with the
 Paris Economic Development Agency

Tuesday, October 11:

- Morning conference at the Paris City Hall followed by specialized breakout sessions
- Evening reception at the Ambassador's residence

Wednesday, October 12:

Gold Key Matchmaking sessions

Thursday, October 13:

Return to the U.S.

U.S. Small Business Administration Certified Trade Mission

“Intelligent Buildings: Putting the Pieces Together”

Trade Mission • Green Building Conference • Matchmaking Services

European countries are at the forefront of the worldwide effort to improve energy efficiency, enacting laws designed to encourage green development and favoring products and practices that decrease their dependence on carbon fuels.

France - the third largest market in the European Union - has dedicated the highest percentage of its economic stimulus package to green industries. Most of the economic activity and job creation resulting from the stimulus will be tied to green building. France has dedicated \$256 billion for the thermal rehabilitation of existing buildings and \$17 billion for new buildings.

The market is seeking new technologies and services to meet increasingly stringent regulatory environments. The United States is well-positioned to provide state-of-the-art products and expertise to the intelligent building sector.

Europe currently replaces only one percent of existing buildings per year. Governments are looking for ways to motivate property owners to retrofit their buildings. This conference will examine how to “put the pieces together” – how to synchronize five drivers of intelligent building practices – through innovative products and services, regulations, financing, certification and monitoring processes.

Mission Objectives

Intelligent Buildings Trade Mission

SBA and the U.S. Commercial Service are working together on this trade mission to help U.S. small businesses establish relationships, explore opportunities in the green building and renovation market, and facilitate export success to mission participants. These objectives will be measured through participation in:

1. Site visits coordinated by the city of Paris' Economic Development Agency.
2. A Green conference specifically dedicated to retrofitting existing buildings.
3. Gold Key Matchmaking services provided through the U.S. Commercial Service – Paris.

